

Pontiac's 70's



We take the fun of driving seriously



Grand Prix Hardtop Coupe

Grand Prix

Beauty without frills. Comfort without boredom. Luxury with spirit. That's the 1970 Pontiac Grand Prix.

Simply, the machine is a study in honesty. Pure and unadulterated. There are no vent windows to interrupt the smooth sweep of glass. No bulging door handles to mar the sleek expanse of steel. The windshield wipers are recessed. Even the radio antenna is out of sight, hidden in the windshield.

Inside, you'll find richly padded buckets. Covered with your choice of knitted vinyl and Morrokide or cloth and Morrokide. Or even genuine leather, as in near right picture, if you're purist enough to order it. The unique dash curves around in front of you like a cockpit. So that every gauge, control and convenience is at your fingertips.

But don't let all that refinement fool you. Beneath the elegant exterior, Grand Prix's full of heart. A 400-cube ticker is standard. But you can also order a 455-cube, 370-hp heavy.

No matter what your choice, one thing's certain . . . your ideas about luxury-sports cars are going to change. Swiftly. To Pontiac's '70 Grand Prix. Because that's the way driving's going to be.

Grand Prix Hardtop Coupe





Bonneville 4-Door Hardtop

Bonneville

Ever wonder how Pontiac came to name its most luxurious effort after a barren stretch of salt? Lift the hood of a 1970 Bonneville. Smiling therein is a 455-cubic-inch, 360-hp V-8. Your answer. If that doesn't do it for you, order the 370-hp version. (There's also a 400-cubic-inch, regular-fuel V-8 available.) Not bad when you consider that all this performance belongs to the most luxurious Bonneville we've ever built.

The interiors offer evidence. Heavily padded seats endowed with armrests and covered with richly patterned fabrics and expanded Morrokide (pictured near right). Or all expanded Morrokide (far right). Instrument panels have vinyl, burled-elm inserts, lighted switches for wipers and lights, even clocks.

But why not go all the way? Order the Brougham Custom Option and ZOT! . . . ultimate Bonneville. Rampant snobbery. Contoured seats. Cut pile carpet. Center armrest in the front and the back. Power windows. And you can order a new 60/40 front seat (a power-operated bucket for the driver, a bench seat with folding armrest for the other 60%). Still hungry? There's still more. You know where to find it.



Bonneville Convertible



Bonneville Brougham Hardtop Coupe



Bonneville 4-Door Sedan





Executive Hardtop Coupe

Executive

Any resemblance between Pontiac's 1970 Executive and the gray-flannelled variety is strictly intentional. As a result, the Pontiac Executive is uncommonly well-suited to cutting it in this world.

Aggressiveness . . . 400 cubic inches, 290 horses are standard equipment. And you can order available V-8's ranging from 400 cubic inches and 265 horses all the way up to a 455-cubic-inch, 370-hp newcomer.

Style . . . where do you start? Outside is no problem. That gleaming grille commands a set of eyeballs at six hundred paces. But inside . . . that's where the mind tends to boggle. Only because everything manages to be Main-Line, no-nonsense, and smart-money at the same time. Walnut grain vinyl in front and on the doors should help your image. You'll also find the standard seating pretty easy to take. Richly woven cloth with Morrokide (pictured far right). Or all Morrokide (near right), if the leather look fits your life-style.

Then there are status symbols like deluxe wheel covers, deluxe steering wheel, rear-seat armrests. But too much of that makes a businessman check check balances. Funny, with Executive he always comes out the same way. Ahead.



Executive 4-Door Hardtop



Executive 4-Door Sedan





Catalina Convertible

Catalina

Face it, folks. The 1970 Catalina is all wrong. For the money, you should get a so-so-sized car with hee-haw styling and a ho-hum interior.

But no. Catalina is big, big, big. Lots of room for legs and heads. And lots of engine. 350 cubic inches and 255 horses for sedans and hardtops; the rest get 400 cubes, 290 horses. Standard. If you want to order your own engine, there are five available. Anything from a thrifty 400-cubic-inch, 265-hp V-8, to a brand-new 455, good for 370 hp.

Then the styling — Catalina's strength. That incredible new grille is strictly top-of-the-line. So are the rocker-panel moldings, the hidden radio antenna and the protective side moldings of Endura.

Then the interior — Catalina's strength. (Are we repeating ourselves?) All that handsome fabric-and-Morrokide upholstery (pictured far right). Or all Morrokide (near right), depending on body style ordered. Those walnut grained vinyl inserts. The dashboard with padded vinyl from passenger to driver.

If you start to feel like Diamond Jim, don't fight it. Spend some extra bills and pick up the Ventura Option. It'll feed your ego with such tasty refinements as carpeted lower door panels. Specially designed seats with elegant pleating and extra-heavy padding. Perforated taffeta headliner. And special Ventura trim inside and out.

So stop dreaming. Gather up your budget, and take it where it will do some good.



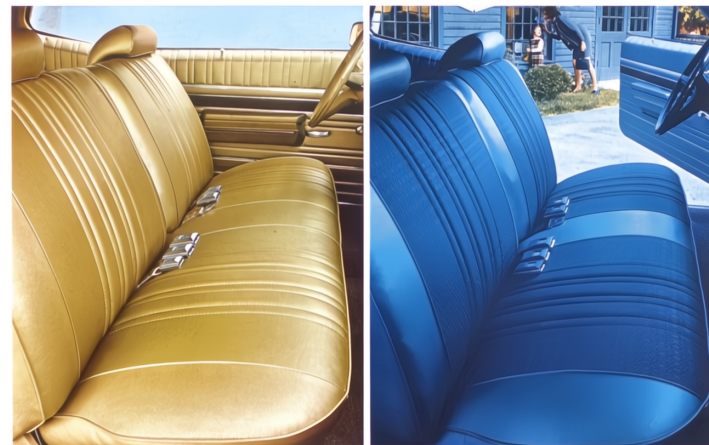
Catalina Hardtop Coupe



Catalina 4-Door Hardtop



Catalina 4-Door Sedan





GTO Hardtop Coupe

GTO

The Humbler's here. Wielding a tough, new Endura snout. Just sitting there, it's a mind-bender.

Those deep buckets make most so-called sporty car seating arrangements resemble so many park benches. And that no-nonsense instrument panel should make the competition feel even humbler.

But the 1970 GTO really earns its new nickname on the road. Try the beefed-up suspension on a few curves. You'll find out what those new front and rear stabilizer bars and firmer shocks are for.

The Humbler has a standard 350-horse V-8 for putting down straightaways. But if you really want to stunt an interstate's ego, you have three choices.

Order the new 455 V-8 for handling accessories. (It puts out incredible torque while barely turning over.) Or order one of the two Ram Airs (up to 370 hp) for handling anything. Of course you can order all kinds of transmissions (including wide- or close-ratio 4-speeds) to handle the engines.

If anything is more humbling than a GTO, it's The Judge. About the wildest looking package ever to hit the street. 366-horsepower Ram Air engine (370-horse Ram Air IV also available). Hurst shifter with T-handle. Black, front air dam. Rear airfoil. Blacked-out grille. Rally II wheels. All rise for The Judge!



GTO Convertible



The Judge





LeMans Sport Convertible



LeMans Sport 4-Door Hardtop



LeMans Sport Hardtop Coupe



LeMans Sport Coupe

LeMans Sport

Introducing an all-new car from Pontiac. Destined to send other "sporty-car" designers scurrying back to their drawing boards. Because, sports fans, this baby really lives up to its name.

For instance, we don't just give you the choice of a six or V-8. We give you the choice of a standard 155-hp six or three available V-8's. A 255-horsepower, 350 V-8 and two new chips off the GTO block. (400 cubes. Up to 330 horses.)

Nor are you stuck with a fully synchronized, 3-speed stick. You can order either of two automatics, or a 4-speed.

Inside our all-new LeMans Sport is an all-new inside: New colors. New trims. Your choice of buckets (far right) or notch-back bench (near right), depending on which model you pick.

You'll probably want to order the Rally Package. It has things like Rally II wheels, sporty steering wheel, special instruments and firm-ride suspension. Then you won't have to tell people your LeMans is a Sport. They'll know.





LeMans Hardtop Coupe



LeMans Coupe



LeMans 4-Door Hardtop



LeMans 4-Door Sedan

LeMans

LeMans is the kind of car you hate to put in the garage. It looks so great sitting out. This year's model may convince you to convert the garage into a guest house.

We've dropped one of the sharpest front ends yet over that Wide-Track stance. And made the industry's cleanest lines even cleaner by tucking the radio antenna out of sight.

But don't get the idea LeMans-owning is strictly a spectator sport. Any car named Pontiac is born for the road.

Thus LeMans has three V-8's (255, 265 and 330 horsepower) and three transmissions available. Besides the standard six and fully synchronized 3-speed.

Everyone knows we invented Wide-Track. And coupled it to a suspension that turns hairpins into so much straightaway. Add variable-ratio power steering and power front disc brakes, and you're ready for anything.

Now when you've built a car that looks like LeMans, anything less than a fantastic interior would be a letdown. So the deep, loop-pile carpeting and plush, Morrokide upholstery just had to be. But you get the idea. LeMans is beautiful.





Tempest Coupe



Tempest 4-Door Sedan

Tempest

Some people get all up-tight when they get their first glimpse of the 1970 Tempest. They think we've done away with our bargain. Not so. Just made it harder to believe. By putting on a bolder front. And hiding the radio antenna Grand Prix hid last year.

We also wrapped around the parking lamps and taillights (see right). Added side reflectors to the marker lights. Put the whole works on a Wide-Track. And still wound up with a bargain. One of the best hidden bargains ever.

You can complete the camouflage by ordering a 255-, 265- or 330-horsepower V-8, instead of the standard 155-hp six.

But maybe we'd better mount a price sticker on the instrument panel. Because even you're likely to forget Tempest didn't cost a fortune. (Is it the cloth and Morrokide upholstery or all the padding that distracts you?) But that's Tempest. A beautiful car for the price of an ordinary one.





Bonneville 3-Seat Station Wagon

Pontiac Wagons

Wagon drivers used to yawn a lot. Pretty understandable, really. Traditionally, wagons weren't much fun to drive. But Pontiac doesn't put much stock in tradition. So our wagons perform. Move. Handle. And luxury is part of the performance.

Like the Bonneville on the left, 455 cubes of V-8 power. Standard. There's also an economy V-8, and a 370-hp, 455-cube V-8 available. Don't forget the plush interior in Pontiac history. Morrokide upholstery. Nylon-blend carpeting. And wood grain vinyl accents. New simulated wood paneling with a reflective finish on the tailgate is available outside, too.

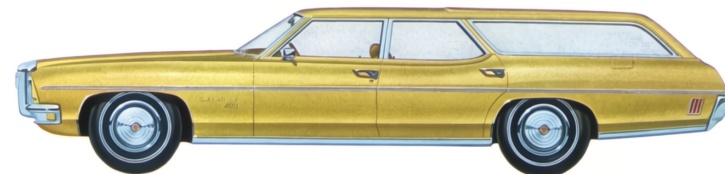
The vinyl paneling is standard on our Executive Safari. As is Morrokide upholstery (see picture right), 91.7 cubic feet of load area, and a 290-hp, 400-cube V-8. If the standard engine doesn't grab you, there are four others available. A couple of 400-cube V-8's, or a pair of V-8's with 455 cubic inches.

There's the same kind of posh in our Catalina. Same choice of engines. The 2-way tailgate with a bumper-step. And Morrokide upholstery (far right). All at an un-posh price.

Bet you never yawn again.



Executive 3-Seat Safari



Catalina 3-Seat Station Wagon





LeMans 2-Seat Safari



LeMans 2-Seat Station Wagon



LeMans Safari & LeMans Wagons

Maybe you want a machine that's as nimble as it is spacious. Boy, did you come to the right place. Meet LeMans and LeMans Safari. The sport-sized wagons from Pontiac.

These babies boast all kinds of features to make driving fun. Like the standard 250-cube, 155-hp six. You can also specify a 350-cube V-8, or one of two 400-cube V-8's, if that's the way you want to haul.

In addition to 83.6 cubic feet of cargo space, you'll find a hidden stowage compartment with a lock you can order. Seats covered in Morrokide. (LeMans Safari shown left.) Nylon-blend carpeting. And fiberglass-belted tires.

Don't look for the windshield wipers or the radio antenna. We hid them.

Do look for the LeMans Safari if wood grain vinyl paneling quivers your innards. It's standard with the Safari. And it includes Pontiac's new reflective finish on the tailgate.

LeMans or LeMans Safari. Leave it to Pontiac to make sport of utility.



Accessories

As fun as Pontiacs are to drive, here are just a few of the ways you can improve on them.

1. Headlamp Delay. All models. Headlamps stay lit for 60 seconds after they're turned off, provided ignition is switched off first.
2. Power Windows. All models. Makes window operation an open-and-shut proposition from the driver's seat or individual passenger seats.
3. Infant Safety Carrier. All models. A baby carriage in a car. It's held in place by the regular seat belt. Can be removed easily to become a portable crib.
4. Instant-Aire pump. All models. Uses engine power to inflate tire, air mattress, football, etc. You need never run out of air again.
5. Six-way Power Bench Seat. For Bonneville, Executive and Catalina. Moves up, down, back, forth and tilts. All you move is a button.
6. Rally Sports Shifter. Comes automatically when you order Turbo Hydra-matic with a console. Leaves it up to you whether you want to shift or not.
7. Cornering Lamps. Grand Prix, Bonneville, Executive and Catalina. Signal a turn and the cornering lamp lights the way as you go around the corner.



Available Equipment

Depending on series, model and other equipment ordered

Bi-level air conditioning, custom and automatic temperature control
 Radios: AM, AM/FM, AM/FM with FM stereo multiplex, rear-seat speaker
 Stereo tape player
 Door courtesy lamps
 Floor console
 Custom leather trim group (Grand Prix)
 Underhood and utility lamp
 Headlamp delay
 Dome reading lamp
 Low-fuel, lights "ON" and seat belt warning lamps
 Rear lamp-monitoring system
 7-blade, thermostatically controlled fan (standard with air conditioning)
 Instant-Aire pump for tires, camping paraphernalia, etc.
 Improved silent electric rear-window de-fogger
 Rear-window de-fogger (blower type)
 Tissue dispenser
 Cruise Control system
 Floor mats, front and rear
 Tinted glass, all around or windshield only
 Door-edge guards
 Cornering lights
 Remote-control outside, and visor vanity mirrors
 Roof luggage carrier, tailgate and dust deflector for station wagons

Cordova top in choice of 5 colors
 Custom Sport steering wheel
 Formula steering wheel
 Tilt steering wheel
 Wheels, Rally II
 Wheel covers (including simulated wire-type)
 Whitewalls; white-lettered tires

Power Assist Equipment

Power steering (variable-ratio)
 Power brakes (disc- or drum-type)
 Power windows
 Power tailgate windows on wagons
 Power seats (4-way, 6-way)
 Power door locks and seat back locks
 Power trunk-lid release

Performance, Handling & Mechanical Equipment

Rally gauges
 Tachometer (hood- or instrument panel-mounted)
 Trailer-hauling equipment
 Axle ratios
 Special-purpose tires
 Superlift shock absorbers
 Automatic Level Control
 Firm ride-and-handling package
 Limited-slip (Safe-T-Track) differential
 Heavy-duty battery

1970 Pontiac Safety Features

Occupant Protection

Seat belts with pushbutton buckles for all passenger positions
 Shoulder belts with pushbutton buckles — driver and right front passenger
 Two front-seat head restraints
 Energy absorbing steering column
 Passenger-guard door locks with forward-mounted lock buttons
 Safety door latches and hinges
 Folding seat back latches
 Energy absorbing padded instrument panel and front and intermediate seat back tops
 Contoured windshield header (except convertibles)
 Thick laminate windshield
 Padded sun visors
 Safety armrests
 Safety steering wheel

Accident Prevention

Side marker lights and reflectors
 Parking lamps that illuminate with headlamps
 Four-way hazard warning flasher
 Backup lights
 Lane-change feature in direction signal control
 Windshield defrosters, washers and dual-speed wipers
 Wide-view, inside day/night mirror (vinyl-edged, shatter-resistant glass & deflecting support)
 Outside, rearview mirror
 Bias-belted fiberglass tires & tire tread wear indicators
 Dual master cylinder brake system with warning light
 Starter safety switch
 Dual-action safety hood latches

Anti-theft

Anti-theft ignition key warning buzzer
 Anti-theft steering column lock





MARK OF EXCELLENCE
Pontiac Motor Division

Shown on the cars in this catalog, are some of the many options and accessories offered by Pontiac. They're available at extra cost, and well worth it in driving comfort and convenience. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time, without notice, in colors, materials, specifications, parts or equipment without incurring any obligation to equip same on cars built prior to date of such change. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053.

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